

Hello Design !

Let's Think & Build Things



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FOUNDER & PRESIDENT OF ALMEJARRA COWORKING SPACE

We'll Learn

What is Design, Who is The Designer

**Types of Design, Digital Design, UX Design, UI Design,
Web Design, Design Thinking, Research, IxD, Wireframing, Prototyping
Visual Design, Usability, Colours, Typography, Iconography, Grid System, Photoshop
PSD, Slicing, Structure, front end developing, ui developing, html, css, javascript, develop, ui-dev**

DESIGN

— is not just what it —

LOOKS

— LIKE —

AND

FEELS

— LIKE —

DESIGN

— is how it —

WORKS



The Adobe Photoshop logo, featuring the letters 'Ps' in a light blue, sans-serif font. The letters are centered within a dark blue square, which is itself surrounded by a light blue border. The entire logo is set against a dark blue background.

Ps

Design
Is Not
Tools

Design

Is Not

ART





Design
Is Not
Computed
always

Without Process It Is Not Design

DESIGN BRIEF

Conduct a questionnaire or interview with the client to get the design brief.

BRIEF

RESEARCH

RESEARCH

Conduct research on the industry itself, its history and competitors. Problem-solve first, design later.

REFERENCE

REFERENCE

Conduct research on logo designs that have been successful and on current styles and trends that may relate to the design brief. Follow trends not for their own sake but rather to be aware of them: longevity in logo design is key.

SKETCHING & CONCEPTUALIZING

Develop the logo design concept around the brief and your research. This is the single most important part of the design process. Get creative and be inspired. As Dainis Graveris wrote once, "sketching isn't time-consuming and is a really good way to put ideas from your head right on paper. After that, it's always easier to actually design it on the computer. Sketching helps to evolve your imagination: once you understand it, you will always start from white paper."

SKETCHING & CONCEPTUALIZING

REFLECTION

REFLECTION

Take breaks throughout the design process. This helps your ideas mature, renews your enthusiasm and allows you to solicit feedback. It also gives you a fresh perspective on your work. Conduct research on the industry itself, its history and competitors. Problem-solve first, design later.

REVISIONS

REVISIONS & POSITIONING

Whether you position yourself as a contractor (getting instructions from the client) or build a long-lasting relationship (guiding the client to the best solution), revise and improve the logo as required.

PRESENTATION

PRESENTATION

Present only your best logo designs to your client. PDF format usually works best. You may also wish to show the logo in context, which will help the client more clearly visualize the brand identity. Preparing a high-quality presentation is the single most effective way to get your client to approve your designs.

DELIVERY & SUPPORT

DELIVERY

Design

Divisions

Design Elements

LINE



A **line** is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

SHAPE



Height + width = **shape**. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: **geometric** (triangles, squares, circles etc), **natural** (leaves, animals, trees, people), and **abstracted** (icons, stylizations, graphic representations etc).

VALUE



Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

COLOR

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is **subtractive**; RGB (red/green/blue) is **additive**.

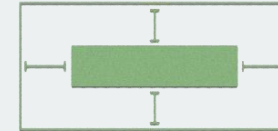
Some colors are **warm and active** (orange, red); some are **cool and passive** (blue, purple).

There are various **color types** (primary to analogous) and **relationships** (monochromatic to triad) worth learning more about as well.

TEXTURE



Texture relates to the surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.



Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest; define importance; lead the eye through a design and more.

SPACE

SIZE



Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

6

Design Princip les

Unity / Harmony



PROXIMITY

A sense of the distance between elements



SIMILARITY

Ability to seem repeatable with other elements



CONTINUATION

The sense of having a line or pattern extend



REPETITION

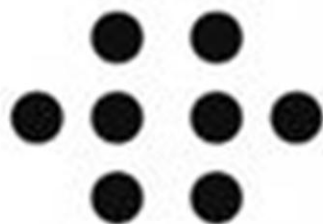
Elements being copied or mimicked numerous times



RHYTHM

Achieved when recurring position, size, color, and use of a graphic element has a focal point interruption

Balance



SYMMETRY

Elements on either side of the axis are arranged similarly



ASYMMETRY

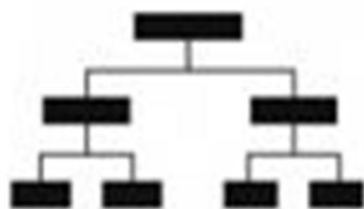
Elements on each side differ in shape but still are in visual equilibrium



RADIAL

Elements are arranged around a circular form

Hierarchy



TREES

Elements arranged in the order of a tree with a trunk, branches & sub branches



NESTS

Elements mapped on to each other as parents, children & grand children



WEIGHT

Elements of the same weight belong to the same class of hierarchical positions

Scale / Proportion



SIZE

Elements of different sizes in relationships with each other



RATIO

Elements related to each other in a ratio appear together in visual harmony



DIVISIONS

These create focal points that automatically give a sense of the relationships

Dominance / Emphasis



HIGHLIGHT

Breaking the visual hierarchy using form to lay emphasis



COLOUR

To distinguish between elements in a series of similar forms



SIZE

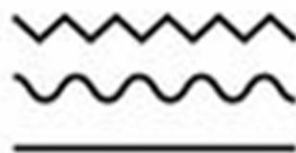
Elements of different sizes focus the viewers attention accordingly

Similarity & Contrast



LIGHT & DARK

Clear foreground & background separation lend contrast between elements



LINE

Elements of varying textures & forms bring about a contrasting effect

6

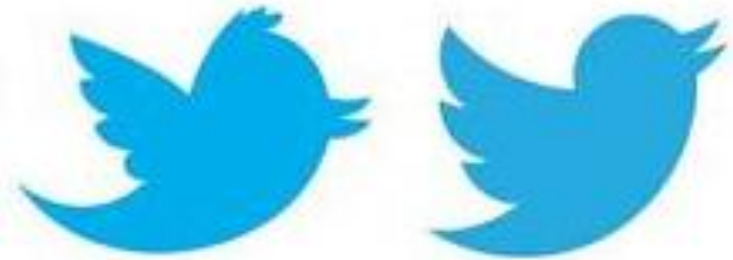
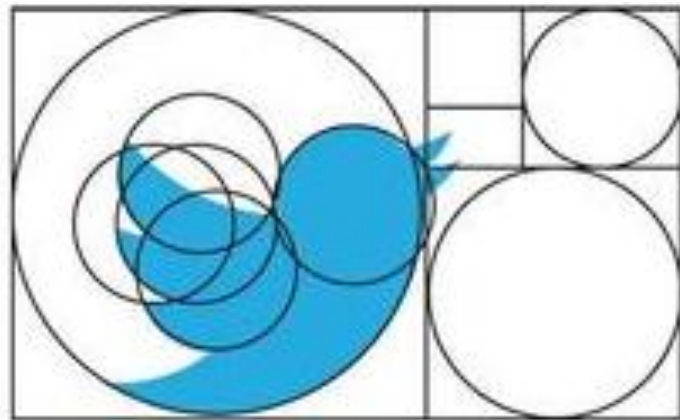
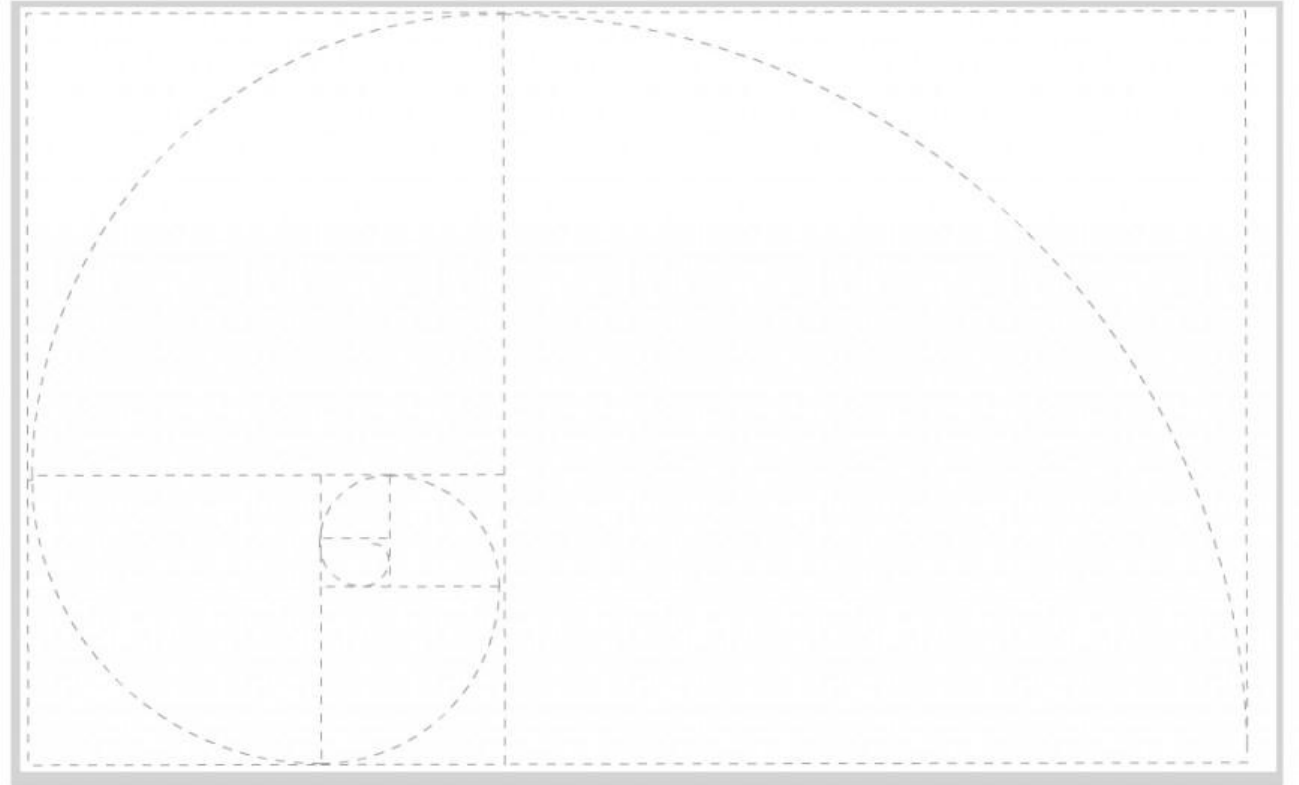
Design Golden Rules



1. Color Wheel

2. Golden Ratio

Golden Ratio & The Grid System





3. Texture

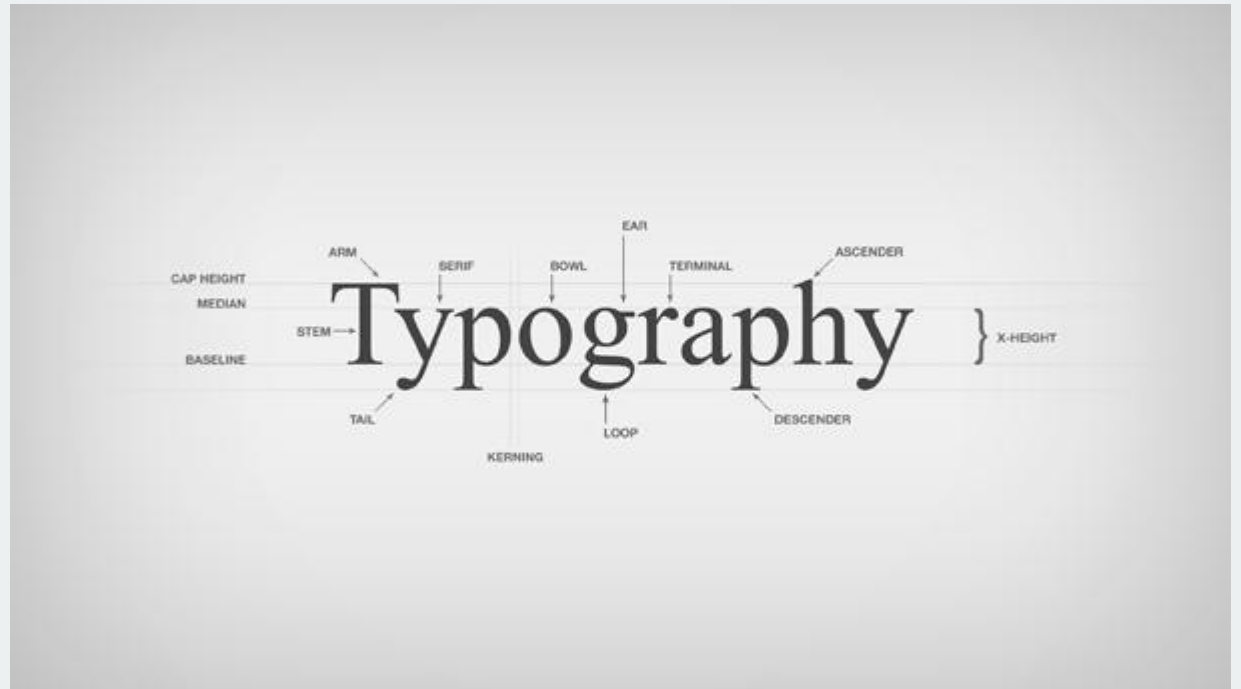
4.

White

Space



6. Typog raphy











Responsible for the research, architecture of the content, site map and its elements.

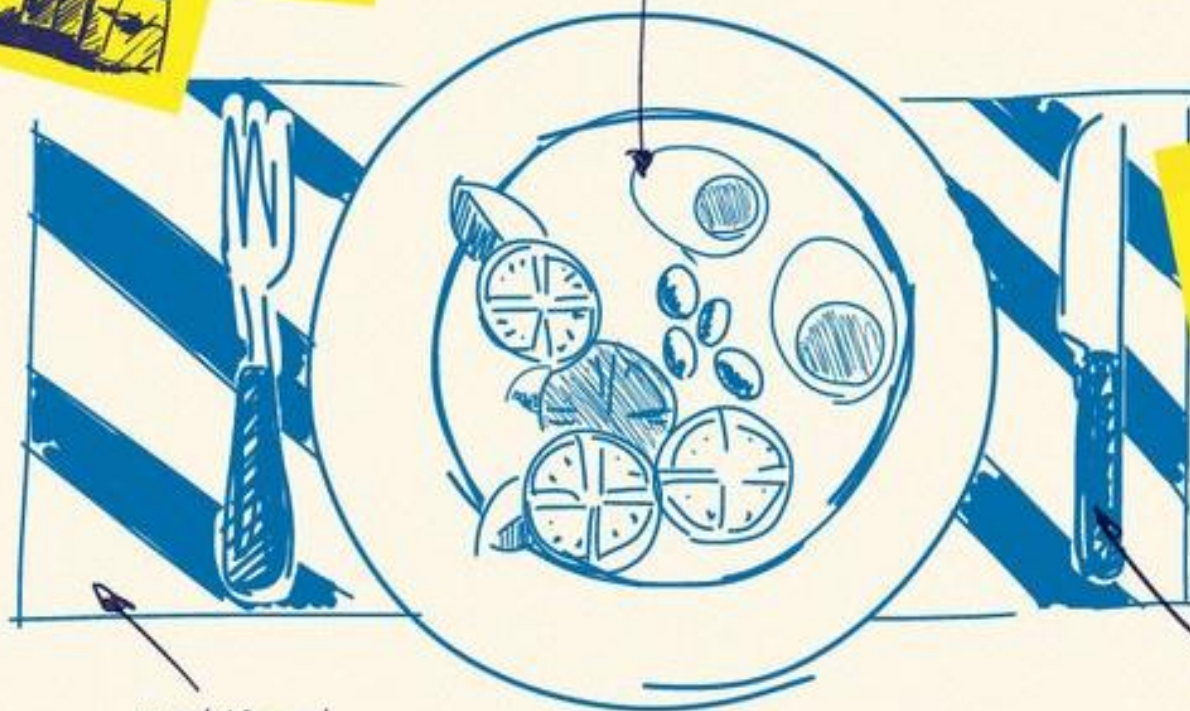
UX
DESIGN

The ingredients must be in slices.



Nice table mat to protect the table.

Knife on the right side of the plate, with the edge facing inside.



UI DESIGN

Responsible for the
visual, creative and
inspirational part.





WEB

designer

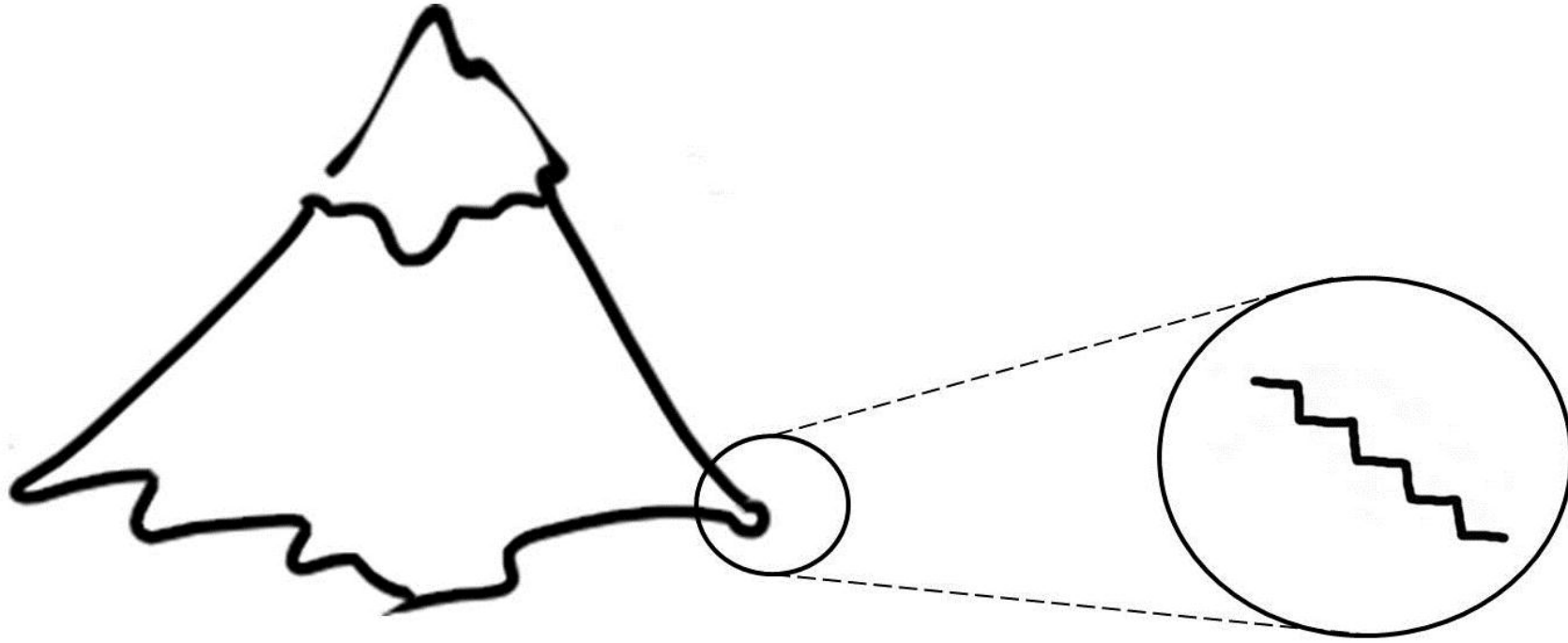
User Interface Designer with a passion for designing beautiful and functional user experiences. Minimalist who believes that less is more.

<coder>

Front End Developer who focuses on writing clean, elegant and efficient code. Love HTML5, CSS3, WordPress and a touch of jQuery.



```
<html>  
height:184px; }  
class="jedi">  
CSS3 HTML5  
color:#000;  
jQuery
```



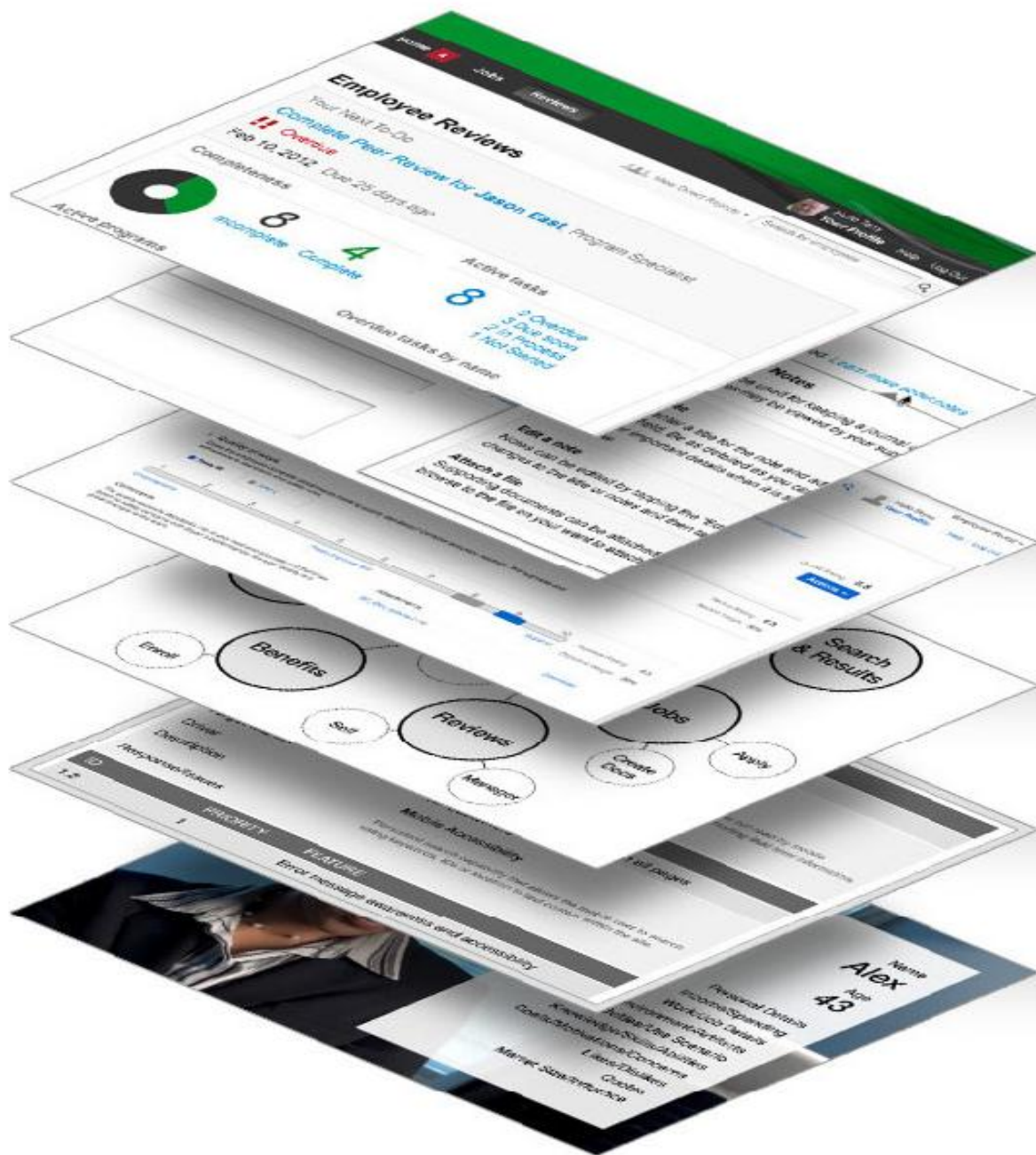
scary stuff :(



definitely do-able!

Questions Worth Asking?

- What will be **the purpose** of your website?
- Who will your **audience** be?
- What will be **the content** of your website?
- What types of **design** are you aiming at?



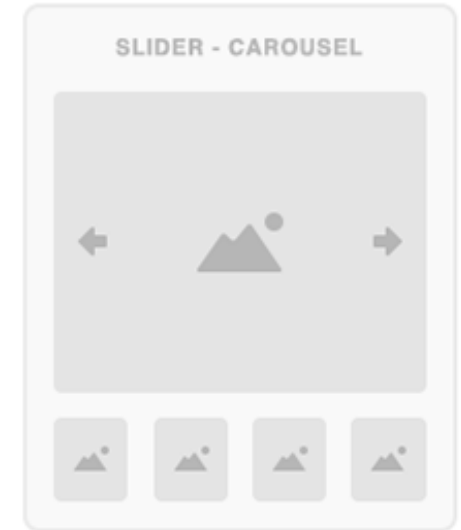
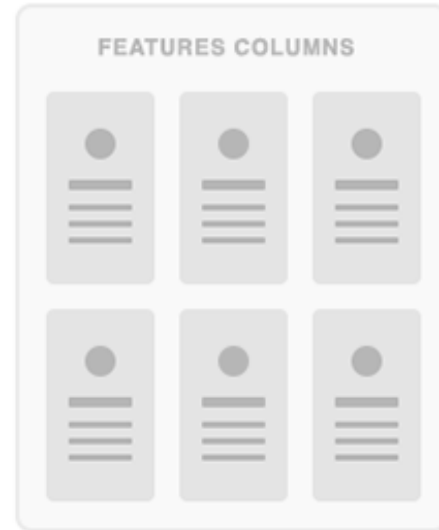
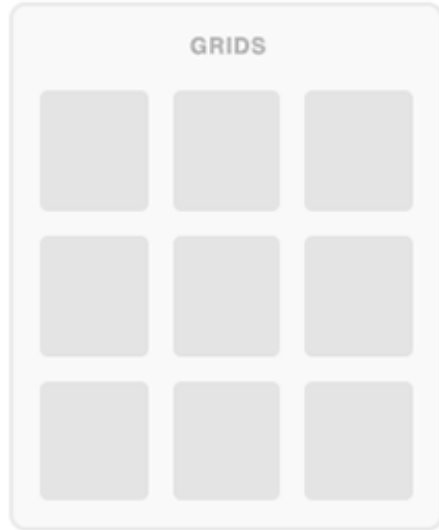
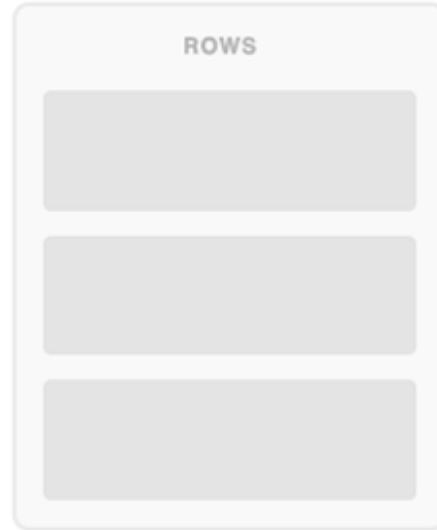
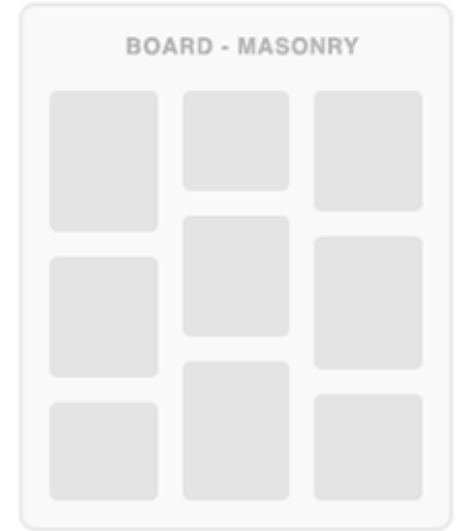
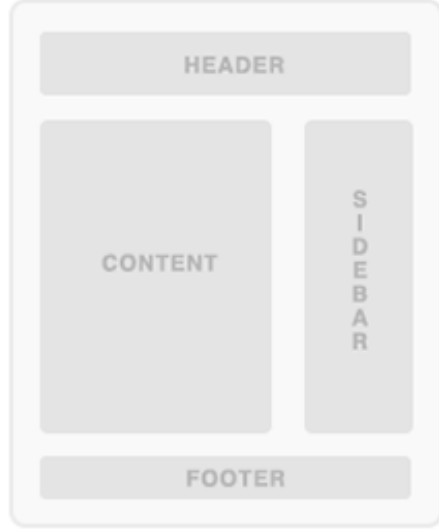
THE SURFACE - Visual Design / UI

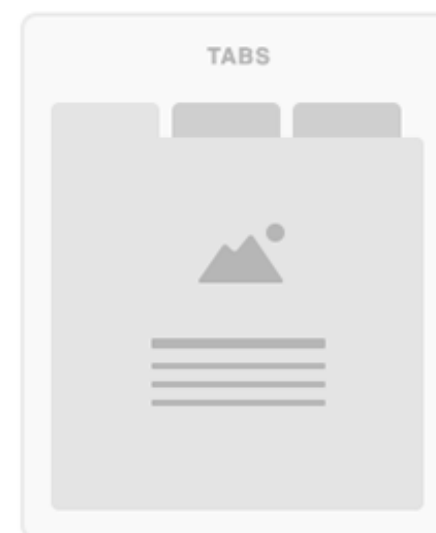
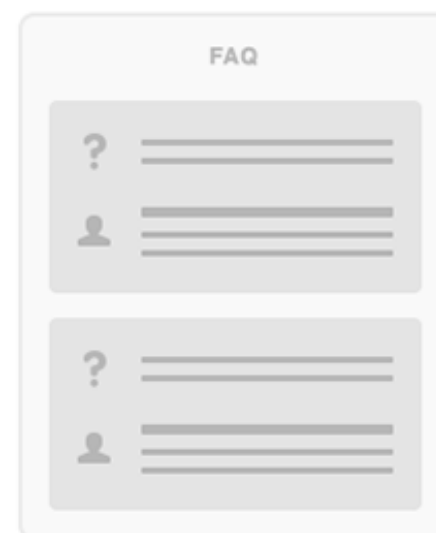
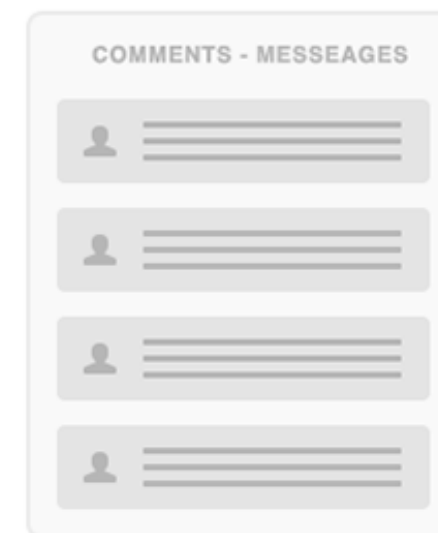
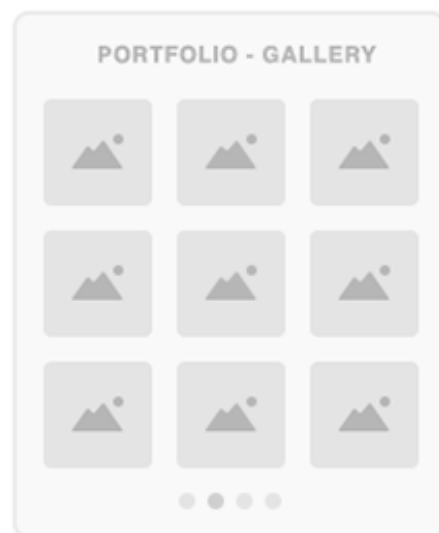
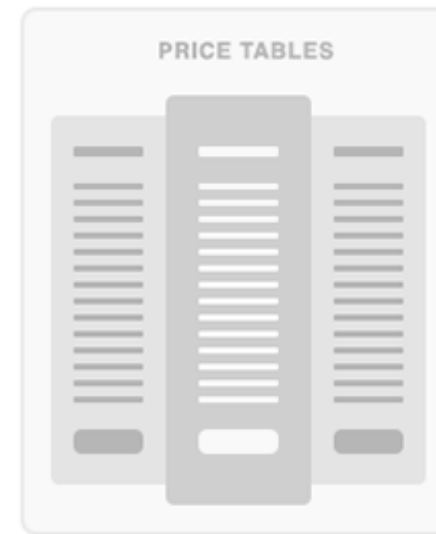
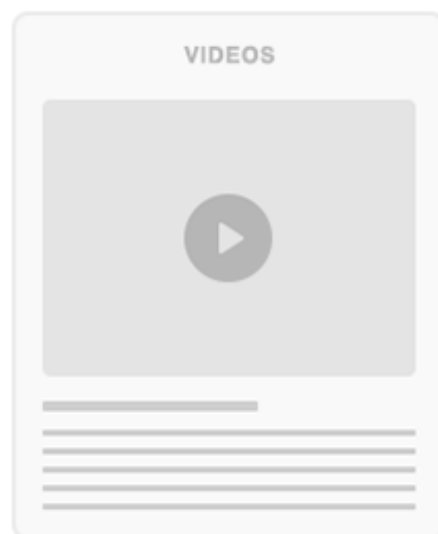
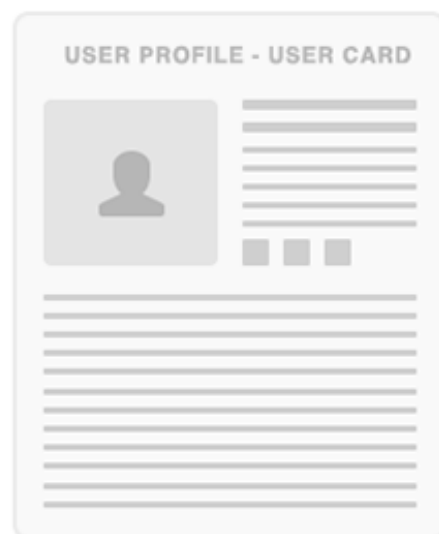
THE SKELETON - Wire-frame,
Interaction patterns, Global navigation ...

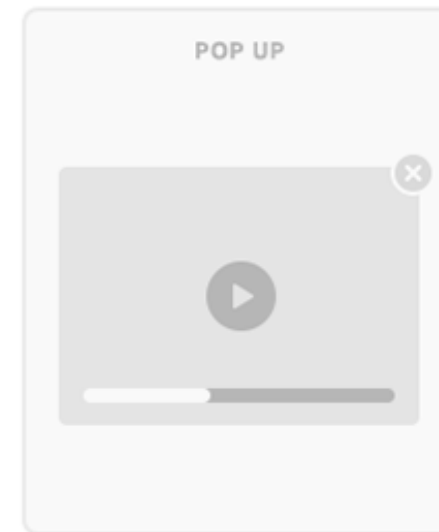
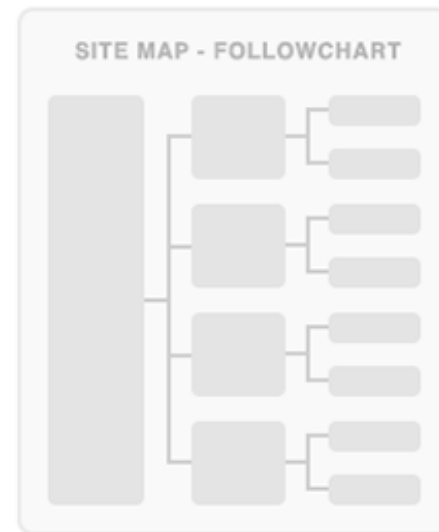
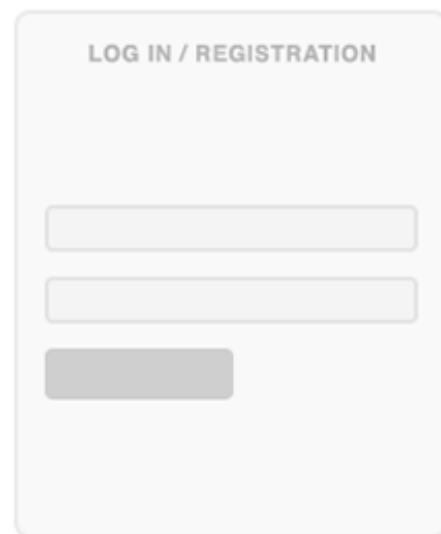
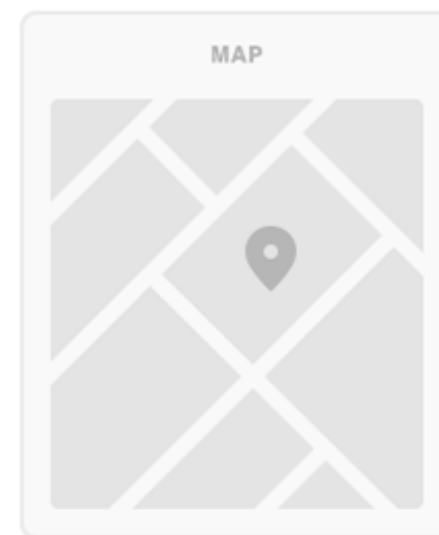
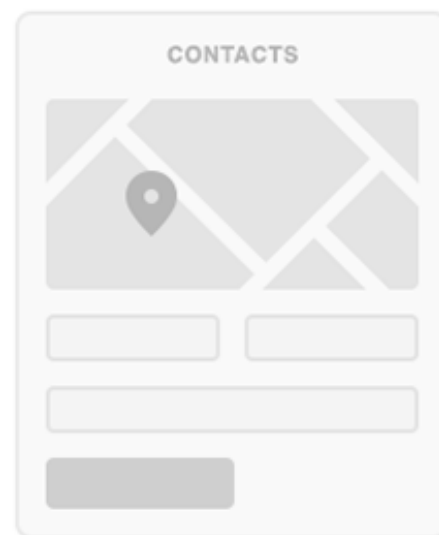
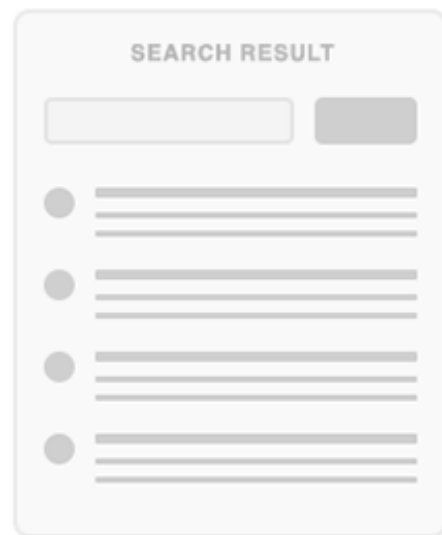
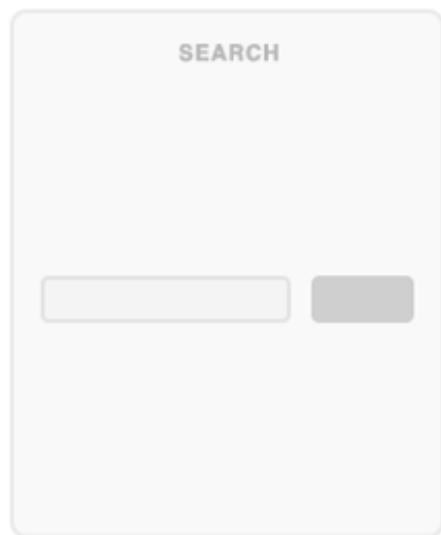
THE STRUCTURE - Information
architecture, Defining content ...

THE SCOPE - Functionality,
Usefulness, Requirements ...

THE STRATEGY - Business
requirements, Defining user Needs, Goals
and Aspirations ...



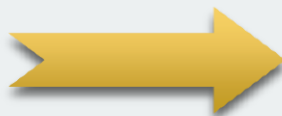




UI Design

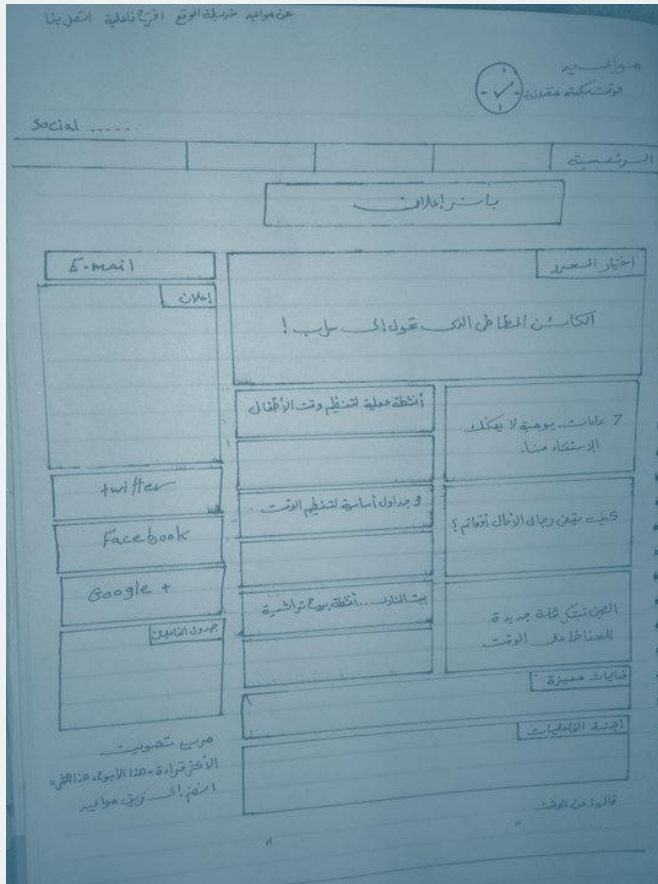


Sketch



Layout

Example 2



Sketch

Layout



WEB

Web Design, UI Develop

Father of the Internet



I just had to take the hypertext idea and connect it to the TCP and DNS ideas and — ta-da!— the World Wide Web.

—Sir, Tim Berners-Lee
Known as the Creator of WWW

HTML

Hyper Text Markup Language

```
<html>
```

What?

Why?

How?

html Syntax

```
<tag attribute="value">  
  content  
</tag>
```

html Structure

```
<html>
```

```
  <head>
```

```
  </head>
```

```
  <body>
```

```
  </body>
```

```
</html>
```


Tags

Text

- Heading `<h#></h#>`
- Paragraph `<P> </p>`
- Order list ` `
- Unorder list ` `
- List item ` `

Media

- Image ``
- Sound
 `<audio>`
 `</audio>`
- Video
 `<video>`
 `</video>`

Misc.

- Link `<a> `
- Division `<div> </div>`
- Table
 `<table>`
 `</table>`

CSS

Cascading Style Sheets

```
.CSS { }
```

What?

Why?

How?

CSS Syntax

```
Selector {  
    property: value;  
    property: value;  
}
```

Selectors

1 Selectors Tags

2 Target Tags

3 ID

4 Class

```
body {  
    font-family: Tahoma;  
    background: green;  
}
```

Selectors

1 Selectors Tags

2 Target Tags

3 ID

4 Class

```
body div p {  
    font-size: 18px;  
    color: #ffdddd;  
}
```


Selectors

1 Selectors Tags

2 Target Tags

3 ID

4 Class

```
#ayhaga{  
    width: 320px;  
    border: 1px solid red;  
}
```

Selectors

1 Selectors Tags

2 Target Tags

3 ID

4 Class

```
.ahmed2{  
    position: absolute;  
    margin: 5px 2px 5px 2px;  
}
```

JQuery
Java Script Library

JQuery

What?

Why?

How?

Sources

- [w3.org/standards/webdesign/htmlcss](https://www.w3.org/standards/webdesign/htmlcss)
- [w3schools.com](https://www.w3schools.com)
- ar.html.net
- learn.shayhowe.com/html-css
- material-ui.com
- [Tutsplus.com](https://www.tutsplus.com)

Applications

Web D&P Languages Editors

Code Editors



WYSIWYG



CMS

Content Management Systems



Web Mastering



ICANN

- Domain Names
- Hosting Servers
- FTP
- Servers OS's
- WHM/Cpanel
-




ahmedfaris.com

Thank You !

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